

TURNING POINT JOB DESCRIPTION

Date : June 2022

Version : 4

Created by : Jules Haley/

Reviewed: Jose Tovar
/Natalie Petryszyn

Job title	Marketing Coordinator
Department	Central Support: Marketing
Reports to	National Marketing Manager
Grade	3

Job purpose	<ul style="list-style-type: none"> To scope, plan, coordinate and support delivery of the marketing and communications activities to promote Turning Point's services with a focus on our Sexual health brand (SASH). To generate referrals to the service from specific population groups in line with population need and KPIs
Key accountabilities Marketing and Communications Support	<p>To be responsible for delivering the marketing /communications plan by scoping, planning and implementation activities including:</p> <ul style="list-style-type: none"> identifying who we are targeting and how we are reaching specific cohorts (using marketing data) supporting promotional activities to drive an increase in referrals leading on content generation and driving a content management strategy within the service creation of routine key messages and dissemination; including more complex messaging Reporting on activity linked to the communications plan and performance - embedding measurement and evaluation Managing and editing the service website and advising on latest enhancement trends Promotional support for community outreach activities Social media management and content creation Leading health prevention campaigns working alongside the service leads Liaising with local authorities/public health /Commissioners communication links Assist the implementation of plans to build Turning Point's presence in new and existing territories Highlighting concerns and as appropriate presents solutions Training and upskilling members of the team to produce their own marketing materials <p>Contribute to effective cost management in own team by carrying out day to day activities and making routine workplace decisions that reflect an understanding of costs.</p> <p>Escalates any issues or concerns which are relevant to the role and have not been mitigated. Presents solution to risk as appropriate.</p> <p>Help the team to optimise its performance by making full use of and highlighting/suggesting improvements to the management of IT, facilities, processes and other physical resources that impact on the administration of marketing activity.</p>

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	Carry out day to day tasks in accordance with stated policies, procedures and regulations to assist compliance with regulatory, risk and health & safety requirements.
	Project the desired image of Turning Point by demonstrating the corporate values in day to day behaviour at work and always understanding and following all job relevant policies, procedures and work standards.

Dimensions	Direct reports	None
	Total staff overseen	None
	Internal contacts	<ul style="list-style-type: none"> ▪ SASH and local service team colleagues ▪ Marketing and External Affairs team ▪ Service managers and staff
	External contacts	<ul style="list-style-type: none"> ● External suppliers such as designer/printers ● Commissioner and partner marketing teams
	Planning horizon	<ul style="list-style-type: none"> ● Will understand and work to established project plans, production schedules and timescales.
	Problems solved	<ul style="list-style-type: none"> ● Prioritising workload, remaining productive, staying calm under pressure when having to adapt to shifting and potentially conflicting priorities within a 'matrix' style team structure. ● Gaining co-operation, input and data from managers and staff in other functions who may place shorter term initiatives and pressures ahead of those relating to longer term new territory development. ● Staying positive personally, and contributing to a positive team outlook, in an environment characterised by long term goals in which short term frustrations and sense of limited progress or results could be the norm.

PERSON SPECIFICATION

Job title	Marketing Coordinator
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Personal effectiveness	Essential	Desirable
	<ul style="list-style-type: none"> • Experience of working in communications or marketing within sexual and mental health service[s] • Confident to coach, influence and present to service managers about new and different approaches to marketing our products and services • Customer focussed and able to evidence understanding of how to target the audience effectively to deliver agreed outcomes. • Collaborative and comfortable to work across the business with a wide range of internal customers and external stakeholders. • Excellent attention to accuracy and quality. • Ability to identify problems and present solutions in a proactive and constructive manner, within the context of the role. • Confident to use professional judgement or to escalate where there is a perceived risk. 	Commitment to own professional and personal development

Technical effectiveness	Essential	Desirable
	<ul style="list-style-type: none"> • Experience of working on end-to-end marketing campaigns and projects, and delivering a positive return on investment • Strong experience in digital marketing techniques • Effective copywriting, editing and proofing skills • Strong IT skills particularly Office, intranet and social media • Able to evidence how you have translated and interpreted routine research and data analysis into effective marketing campaigns and products • Experience of successfully managing a wide range of stakeholder relationships • Time management skills – working under very tight deadlines with changing priorities. 	<ul style="list-style-type: none"> • Experience of social media and evolving marketing techniques • Understanding of local authority customers. • Design and or photography skills

	<ul style="list-style-type: none"> Experienced in evaluation techniques and the ability to adapt practice to get results 	
Acquired experience & qualifications	Essential	Desirable
	<ul style="list-style-type: none"> Understanding of the different expertise in a broad communications team and how to work with colleagues to build effective marketing plans and products Working knowledge of the Government's strategic agenda Understanding of financial costing models / budgets Previous experience of digital marketing 	<ul style="list-style-type: none"> Professional Marketing qualification or equivalent CIM qualification Experience within the health and social care sector Understanding of branding Working knowledge of Sexual Health services
Other requirements	Essential	Desirable
	<ul style="list-style-type: none"> Willing to work additional hours on occasion to meet critical deadlines. Occasional travel This post will be based across a few sites within the three boroughs 	